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Regal Pictures, Inc. of U.S.

Washington, D. C.

Register of Copyrights Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of Regal Pictures, Inc.

The Girl of Gold - 6 reels

The Mirage - 6 reels

Respectfully,

FULTON BRYLAWSKI

The Regal Pictures, Inc. hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

Title

Date of Deposit

Registration

The Girl of Gold The Mirage

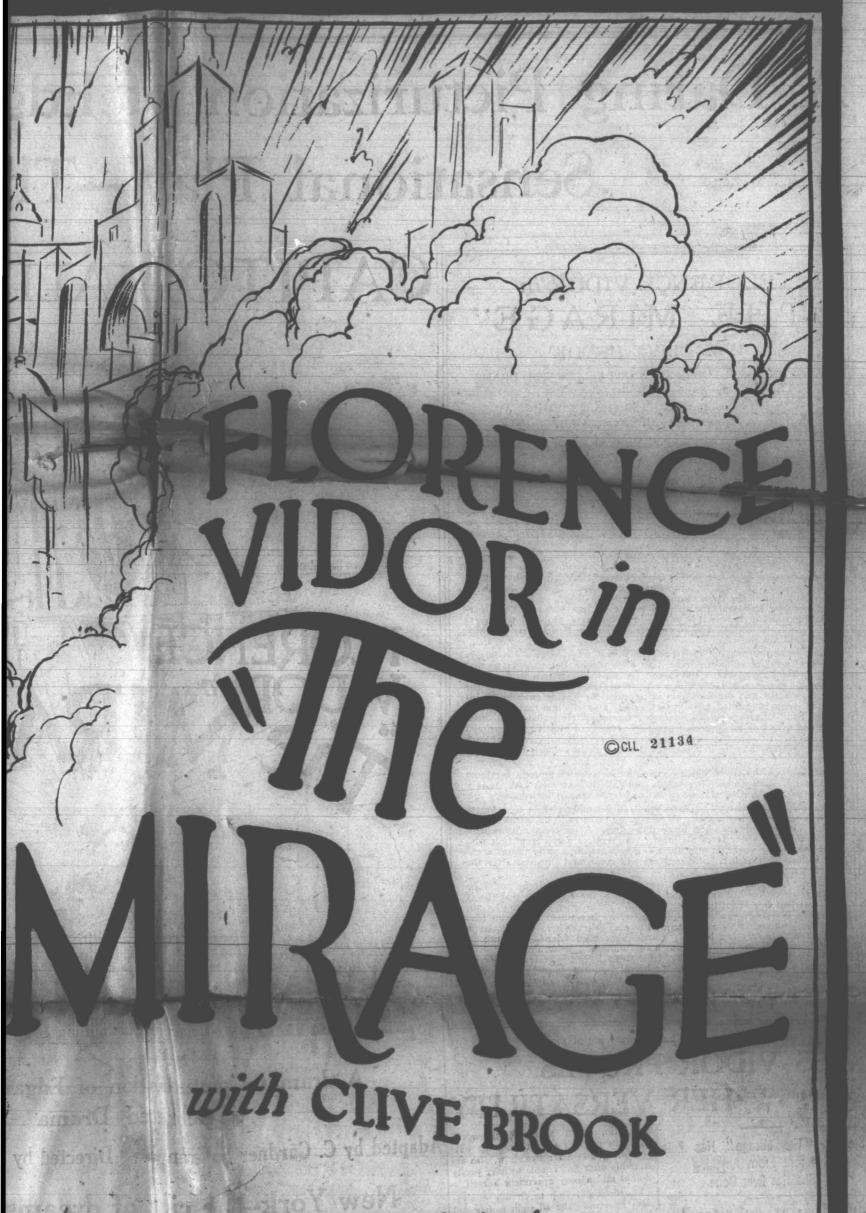
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The return of the above copies was requested by the said Company, by its agent and attorney on the 13th day of February 1925 and the said Fulton Brylawski for himself, and as the duly authorized agent and attorney of the said Company, hereby acknowledges the delivery to him of said copies, and the receipt thereof.

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A gorgeous screen production of Edgar Selwyn's brilliant stage success

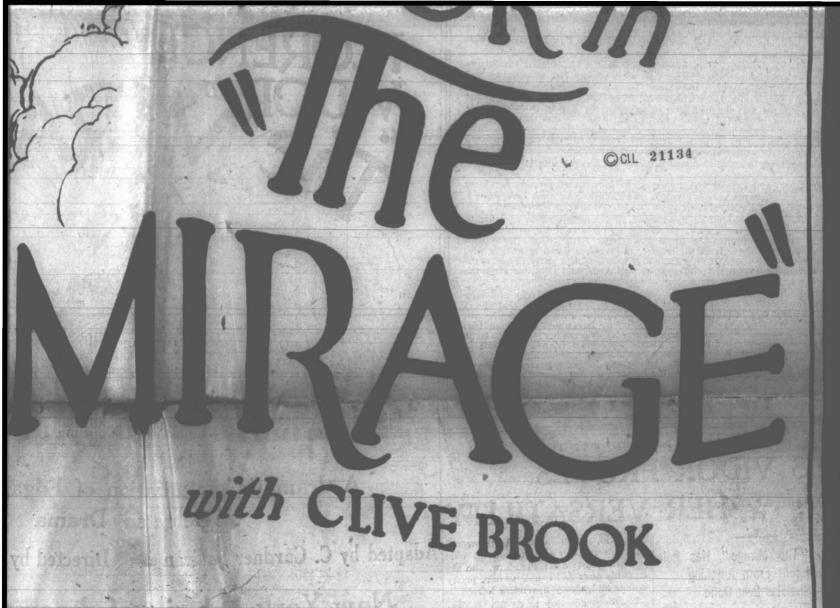
Adapted by

C. Gardner Sullivan

Directed by George Archainbaud

The story of a small-town girl—a moth—who





A gorgeous screen production of Edgar Selwyn's brilliant stage success

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Directed by

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The story of a small-town girl—a moth—who was transformed into a dazzling Broadway butterfly and hovered over the flame of the Bright Lights until her wings were singed.

ased by Ucers Distributing Corporation

IVE FULL-PAGE AD

rocurable on Special Order only

A Daring Picturization of Ed Sensational Play

FLORENCE VIDOR in "THE MIRAGE"

With CLIVE BROOK

ADAPTED FROM EDGAR SELWYN'S CELEBRATED DRAMA By G. GARDNER SULLIVAN Directed by GEORGE ARCHAINBAUD Photography by HENRY SHARPE

Released by PRODUCERS DISTRIBUTING CORPORATION

	THE CAST	
Irene Martin		Clive Brook
T. S. T.		Alan Roscoe
Betty Bond		Vola Vale
Mrs. Martin	Shirt Colon San San San San San San San San San Sa	Myrtle Vane
Trans's Sistor		Charlotte Stevens

THE STORY

Irene Martin leaves her mother, sister and sweetheart in her home town

Irene Martin leaves her mother, sister and sweetheart in her home town and comes to New York to become an opera singer. The best she can do is to get a part in the show on the Knickerbocker Roof.

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Irene's mother, sister and sweetheart, Al Manning, decide to come to New York to pay her a visit. Al is sent by his firm to do business with Galt. The latter invites him to go to a party. After Irene returns with her mother and sister from the theatre, she receives a call from Galt who asks her to come over, if only for a few minutes, as a party means nothing to him without her. She says she will come, and slips out after the others are in bed.

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(Stories to be used before showing of picture)

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RUNS GAMUT OF EMOTIONS

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Miss Vidor runs the gamut of emotions in this role. There are the happy innocent scenes of girlhood when she dreams of the great success she will make in the city, there are city scenes where in beautiful costumes, she goes to

CAPITOL Producers Distributing

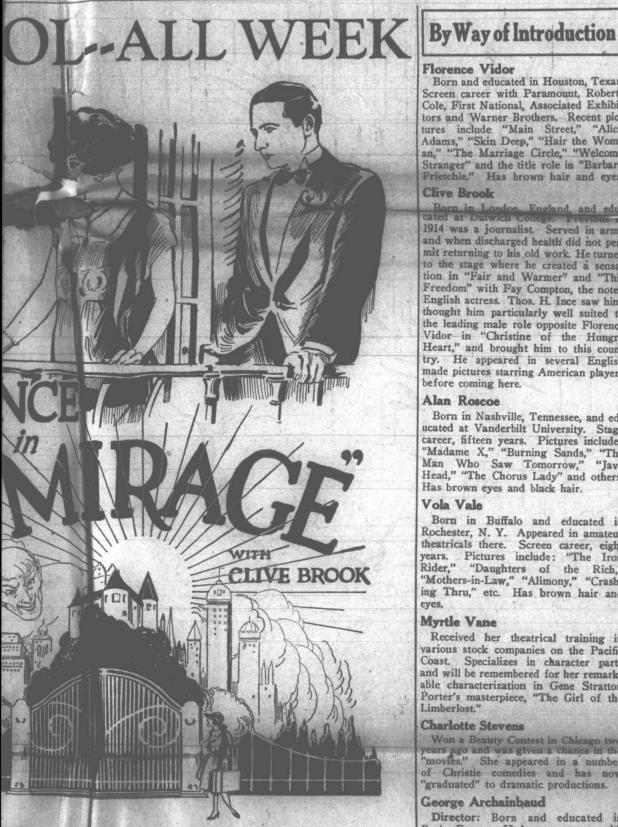
A dramatic picturization of Celebra ed Drai

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New York-the city of dre Broadway-the street of an But at what pair and hea sacrifice ar

of Edgar Selwyn's v—The Talk of New York



picturization of Edgar Selwyn's Celebrated Drama

and struggle

Sullivan

Directed by George Archainbaud

he city of dreams fulfilled he street of ambitions realized pain and heartbreak--what

Florence Vidor

Born and educated in Houston, Texas. Screen career with Paramount, Robert-Cole, First National, Associated Exhibitors and Warner Brothers. Recent pic-tures include "Main Street," "Alice Adams," "Skin Deep," "Hair the Wom-an," "The Marriage Circle," "Welcome Stranger" and the title role in "Barbara Frietchie." Has brown hair and eyes.

Clive Brook 1914 was a journalist. Served in army and when discharged health did not permit returning to his old work. He turned to the stage where he created a sensation in "Fair and Warmer" and "This Freedom" with Fay Compton, the noted English actress. Thos. H. Ince saw him, thought him particularly well suited to the leading male role opposite Florence Vidor in "Christine of the Hungry Heart," and brought him to this country. He appeared in several English made pictures starring American players before coming here.

Alan Roscoe

Born in Nashville, Tennessee, and educated at Vanderbilt University. Stage career, fifteen years. Pictures include: "Madame X," "Burning Sands," "The Man Who Saw Tomorrow," "Java Head," "The Chorus Lady" and others. Has brown eyes and black hair.

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Dangerous Maid," "Hail the Woman" and a host of others.

. (Use this story during run of the picture)

She Mothered Even The Cameraman

Henry Sharp, cinematographer, who photographed the Producers Distri-buting Corporation release, "The Mir(Use these stories during run of the picture)

Florence Vidor Starred In Lavish Screen Version of "The Mirage"

Florence Vidor's first starring pic-

Theatre, is an adaptation of Edgar Selwyn's sensational play of that name. Florence Reed starred in this play in New York several seasons ago, where it was a phenomenal success.

"The Mirage" is a daring story of stage life. Irene Martin, as played by Florence Vidor, comes from a small town, inspired by the hope of becoming a great singer. Once in the city, she is initiated into the ways of "gold diggers" and men-about-town. This almost results in tragedy for the girl, but one of the men is a real one after all, and everything turns out

"The Mirage" is a story that required careful handling. Poor direction would have made it "just another story"... but with a director like George Archainbaud at the megaphone, it developed into a beautiful love story stirring artistic and risk love story, stirring, artistic, and with much appeal. Archainbaud is French and has given the scenes of wild high life a Parisian touch, but above censorship.

Appearing opposite Miss Vidor are Clive Brook, the actor whom Thomas H. Ince brought from England to play opposite Miss Vidor in "Christine of the Hungry Heart," and Alan Roscoe, who played opposite Margaret Livingston in her first starring picture, "The Chorus Lady"; Myrtle Vane, Vola Vale and Charlotte Stevens also play important parts.

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MISS VIDOR PROVES HER VERSATILI

Star of "The Mirage" Has Role Different From Anything She Has Ever Done

Lovely Player Has Part That Florence Reed Scored In On The Stage

Florence Vidor's role in "The Mirage" the screen version of Edgar Selwyn's great drama which comes to the theatre on . contrast to her role in "Barbara Frie-From the character of the beautiful, conventional southern heroine of Clyde Fitch's play to that of the "gold digger" character of Edgar Selwyn's play is a far cry, but Miss Vidor has made the transition without sacrificing any of the sweet, womanly appeal

In "The Mirage," Miss Vidor is can upon to portray the part of a young girl who thinks she sees happiness in the existence of "gold diggers" who are members of the show in which she obtains a part upon her arrival from a small town. These "gold diggers" with their pretty clothes, cozy apartments and absence of financial worries are her

Lavish Sets In "The Mirage"

Luxurious furniture used in the making of motion pictures, contrary to the general belief that it is merely camouflage, is often the finest made. Whenever a rare bit of furniture is needed for a scene, the "prop" houses that make a business of renting things to dress a set to studios, supply Furniture that cannot be purchased at any price at the stores may be rented from these houses.

In one of the scenes of the Producers Distributing Corporation's "The Mirage," starring Florence Vidor, Theawhich comes to... a desk was needed for a scene showing the interior of a wealthy business man's office. A beautiful, hand carved, massive desk of walnut was supplied by a "prop" house. This desk is one of a kind. It is not for sale and is rented out but a few times each year. It adds to this scene in "The Mirage" just the touch of luxury needed.

envy. So, when a man-of-the-world offers to pay her to entertain his outof-town guests after the show, she accepts his offer and is able to have pretty clothes and a cozy apartment herself.

She does not stop to do any analyzing. It seems quite all right to her and RUNS GAMUT OF EMOTIONS for a time she is happy—then the folks from home appear on the scene and everything looks different. They can't understand this arrangement that the girl has with the man-of-the-world. They think she isn't as nice as she was when she left home. Then the little country town girl who has become a "gold digger" realizes that the happiness she saw in such a life as this was not there at all—it was just a mirage.

Miss Vidor runs the gamut of emo-tions in this role. There are the happy innocent scenes of girlhood when she dreams of the great success she will make in the city, there are city scenes where in beautiful costumes, she goes to the wild parties and plays the game; there are scenes of pain and anger and disillusionment and some very appealing

love scenes, too.

This is the first time Miss Vidor has ver portrayed a show girl, but she has made of frem character.

Playing with Miss Vidor are, Clive Brook, who is seen as the man-of-theworld, Alan Roscoe, as the sweetheart from home, Myrtle Vane as the mother, Charlotte Stevens as the little sister, and Vola Vane as the vampire de luxe.

George Archainbaud directed.



One Col. Scene Cut No. 2



A dramatic picturization of l Celebrated Dran

Adapted by C. Gardner Sullivan

New York-the city of dre Broadway-the street of ar But at what pair and hea sacrifice and strugg

LOVE—TEAL

mn Ad Cut Three Co

Direct

Suggestions For Your Ansy

EDYTHE: You are not the person who thought that Clive Brook made a "perfect" leading man for happy con-Florence Vidor in "Christine of the Hungry Heart." That is precisely why he was selected to play the lead-been on the why he was selected to play the leading male role in the screen version of Edgar Selwyn's great stage play of Broadway life, "The Mirage," in which Miss Vidor is starred. He was born in London and saw service in the English Army during the World War. When he was discharged he turned to the stage where Those H. Lora "disthe stage where Thos. H. Ince "discovered" him and brought him over

to this country.

ANDY: So you think that Florence Vidor gave the most delicate and beautiful performance beautiful performance of her career in "Barbara Frietchie?" So do we. You will, no doubt, be interested to know that she has been given the part of the show-girl in the screen version of Edgar Selwyn's colorful stage play of Broadway and its people, "The Mirage," made famous by Florence Reed a couple of seasons ago. In this role, she proves her versatility and ability, and we're sure you'll love her performance.

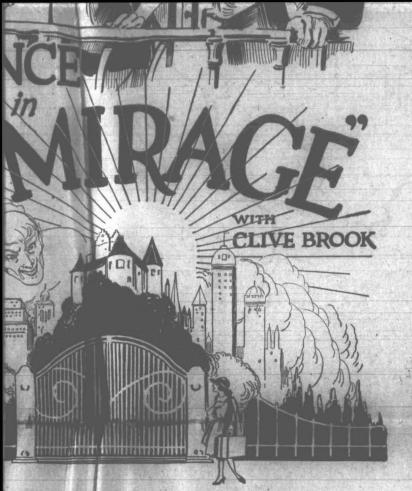
SUE: The chap you saw in "Java Head" was Alan Roscoe. Yes, he appeared on the legitimate stage before entering the movies—for fifteen years. We're glad you like him so well. He has black hair and brown eyes.

like a de She has that ra mation-golden ha eyes. She got her eur theatricals ar been on th screen eight year "baby vamp" r

ROSEM that you oyed Myrtle Vane "The Girl of the I formance lost." SI finest ch is certainly one cter actresses She played stock screen tod Pacific Co t before entering pictures.

es, little Charlotte d in several Christie has now "graduat LUCY: ens appea edies. ig dramatic produ beauty contest in C roles in She won go and so got her s She certainly is cu two years pictures. can act

HERB 1: "The Storm Dau d by George Archai was dire He comes rom France and bring t saves the most d him that finesse th om proving offensiv situation t is the screen vers wyn's great Broadwa ge," and it is said to he has done since I s country. latest effe Edgar Se "The Mir best thing rival in th



picturization of Edgar Selwyn's Celebrated Drama

Sullivan

Directed by George Archainbaud

the city of dreams fulfilled he street of ambitions realized pair and heartbreak--what e and struggle

EARS—LAUGHTER

Three Column Ad Cut No. 5

Answer Man

Vola Vale de She has that rare and like a do парру сог happy cot dark brown ing in aim been on the specialize screen eight years. She "baby vamp" roles,

RY: We can well believe oyed Myrtle Vane's per-"The Girl of the Limberthat you er formance lost." is certainly one of the finest acter actresses on the screen toda She played stock on the t before entering motion Pacific Co pictures.

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(Stories to be used during run)

"The Mirage" Is "International"

tributing Corporation release now showdescribed as a picture of international interest.

Florence Vidor, the star, is often called the "Toast of Hollywood" and the typical "American Woman." Clive Brook, her leading man, but recently came from England to play in American films, and George Archainbaud, the di-

reetor, is thoroughly French.
Others in the cast of this Regal Production are, Mrytle Vane, well known stage actress, Alan Roscoe, who played opposite Margaret Livingston in "The Chorus Lady," Vola Vale, vamp de luxe es, little Charlotte Stev-Chorus Lady," Vola Vale, vamp de luxe edies Shain several Christie Com-of the screen, and Charlotte Stevens, long affiliated with comedies.

New Use For Sports

Every afternoon during its filming, work on "The Mirage," current attraction at the .Theatre, was halted while Florence Vidor the star read the golf and tennis news of the day. If her favorite won, director George Archainbaud arranged to "shoot" a happy, hilarious scene im-mediately following the reading. If her favorites were the losers, the director found it a very good time to take a sad scene.

Heart," and brought him to this country. He appeared in several English made pictures starring American players before coming here.

Alan Roscoe

Born in Nashville, Tennessee, and educated at Vanderbilt University. Stage career, fifteen years. Pictures include: "Madame X," "Burning Sands," "The Man Who Saw Tomorrow," "Java Head," "The Chorus Lady" and others. Has brown eyes and black hair.

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She Mothered Even The Cameraman

Henry Sharp, cinematographer, who photographed the Producers Distributing Corporation release, "The Mirage," now showing at_

Theatre, is very tall and has a tend-

ency to stoop a little.

Myrtle Vane, who plays the mother in this picture, and who has a son of her own who is six feet three, gave Sharp severe lectures during the filming of "The Mirage" on standing erect when he walked. It was very

a little note reminding him not to

> Florence Vidor is the star of "The Mirage." Clive Brook plays opposite her and Alan Roscoe plays a featured

(LAST DAY NOTICE)

"The Mirage" Ends Run At___

"The Mirage," the screen version of Edgar Selwyn's famous play of Broadway life closes a successful run at the theatre tonight.

Beautiful Florence Vidor is starred in the role which Florence Reed made famous on the stage. This is a characterization different from anything which Miss Vidor has done heretofore and displays a new side of her versatility. Her supporting cast includes Clive Brook, famous English actor, Alan Roscoe, Vola Vale, Myrtle Vane and Charlotte Stevens. C. Gardner Sullivan adapted the story for the screen and George Archainbaud directed.

town, inspired by the hope of be-coming a great singer. Once in the city, she is initiated into the ways of "gold diggers" and men-about-town. This almost results in tragedy for the girl, but one of the men is a real one after all, and everything turns out well.

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How An Actor Gets His "Stage Name"

"What's in a name

Alan Roscoe, who plays a featured role in "The Mirage," now showing at Theatre, has had an awful time getting a name that will stay with him,

He was christened John Rascoe. When he played his first stage engagement on the road, printers who made the programs, critics, and reviewers thought Rascoe was simply a misspelling of Roscoe, and referred to him as the latter. To simplify matters he called himself John Roscoe for the rest of the engagement.

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Goldwyn Studios. An argument arose as to whether he should be called Albert or Alan with the result that a compromise was affected-they called

Not long ago he played in "Flirting With Love" for First National. They chose from his long list of names the one they liked best—Alan. So in that picture, "The Chorus Lady," and "The Mirage," he is called Alan Roscoe. He sincerely hopes that his name will stick with him for the rest of his theatrical life.

Alas and Alack! 'Twas Ever Thus

Night after night, during the filming of the Regal Picture, "The Chorus Lady," starring Margaret Livingston, Alan Roscoe, who played opposite Miss Livingston had worked on fire and stable scenes—scenes that required hard, dirty work, with nothing but pride in his role to urge him on . . . and, of course, his salary. He had his own private opinion of night work; it wouldn't look well in print.

"The Chorus Lady" completed, Roscoe was cast for an important role in "The

in readiness for night "shooting"-the exterior of a New York Roof apartment, with a swimming pool, cozzy couches, little tables for Mah Jong players, potted plants and trees-and dozens of beautiful girls in bathing suits. Roscoe thought, 'Not so bad, this night work after all—this is going to be great—"

Just then George Archainbaud, director, came up, slapped him on the back and said,

"Well, Roscoe, you won't have to work

to-night."

Archainbaud is still pondering over the look that came over Roscoe's face when he received that information.

A Drama of Life Behind Th And In The His

Story to be used during run

COUNTRY-FAIR SET MADE PLAYERS SAD

Sequence in "The Mirage" **Brought Memories And** Homesickness

One evening during the filming of "The Mirage," the Producers Distributing Corporation offering, the current at-

scenes for the "County Fair" sequence were being taken. The front lawn of the Culver City, California, Studio was a blaze of light. Tents, a bandstand, concessions of all kinds, were scattered over the place and crowds surged here and there, devouring popcorn and peanuts and drinking ice cold lemonade. It was, all in all, a happy scene, but every now and then a sad face was in evidence, a deep sigh was heard, or a tear was brushed away. The band played such selections as they usually play at a county fair. George Archainbaud, the director, wondered at this display of sadness here and there.

"Do you suppose it is the music that makes them feel that way?" he asked.

"No," said Florence Vidor, the star of the picture.

"It isn't the music . . . it's something else. I know, because I feel it myself. They're homesick. Many of these people who have come here to go into pictures are far from home. They are remembering some county fair back east or in the middle west. The memory makes them homesick."

"Oh," said the director, and he gave his directions even more gently than us-

SUSPICION

The death-knell of love



Producers Distributing

From the celebrated drama by EDGAR SELWYN

(Advance Story)

Noted English Actor Plays Opposite Florence Vidor In Famous Drama

man-about-town in the Producers' Dis-tributing Corporation offering 'The Mirage," which comes to Theatre on __ , is a comparative newcomer to the American screen. He arrived from England with his wife and baby daughter but a few months ago, having been brought to Hollywood by Thomas H. Ince to play a role for which no other actor on the screen seemed qualified.

Mr. Brook was born in London, educated in Dulwich College, and prior to 1914 was a journalist. He liked to recite and often did so at clubs and parties. At the outbreak of the war he enlisted as a private and was discharged as a major. After the war his health was such as to keep him from returning to journalistic work-so he turned to the stage.

He appeared with Fay Compton in "Fair and Warmer' and played later with her in "This Freedom." Then he appeared on the vaudeville stage in "Sacred and Profane Love."

His success on the stage lead to work in the pictures. He supported a number of American stars in pictures made in England, among them Betty Compson in "Woman to Woman."

Brook is a distinctive type, combining the qualities of a substantial, successful professional man with romance and youth. He and Florence Vidor, star of the picture, make a pleasing pair. Mr. Brook plays in this Regal Production through the courtesy of Mr. Ince, the producer who brought him over to Hollywood.

(Stories to be used durig showing)

French Director Gives Photoplay "Parisian Touch"

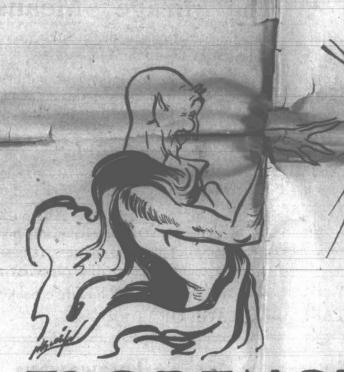
George Archainbaud, who directed "The Mirage," now showing at Theatre, came to this

country from France a decade ago, fully bent upon becoming what he is today-a successful director. Archainbaud had made a few pic-

tures in France, but the felt that America offered a much greater field for his endeavors. He was given his first chance by William A. Brady, then of the World Film Company. He acted the World Film Company. He acted at first as assistant to Emile Chautard, and in a short time he was given a picture of his own to work on, as a trial. Brady's faith in the young Frenchman was justified and before long he was directing Alice Brady. He wielded the megaphone for many of her big successes. Since then he has produced big features with consistent success. His latest pictures are "Christine of The Hungary Heart" and "The Mirage," both with Florence Vidor.

Archainbaud's work shows the deft "foreign touch," intangible, but there. He is very gentle. In giving direction, he always speaks in a soft, conversational tone of voice, and calls every-

DISILLUSION



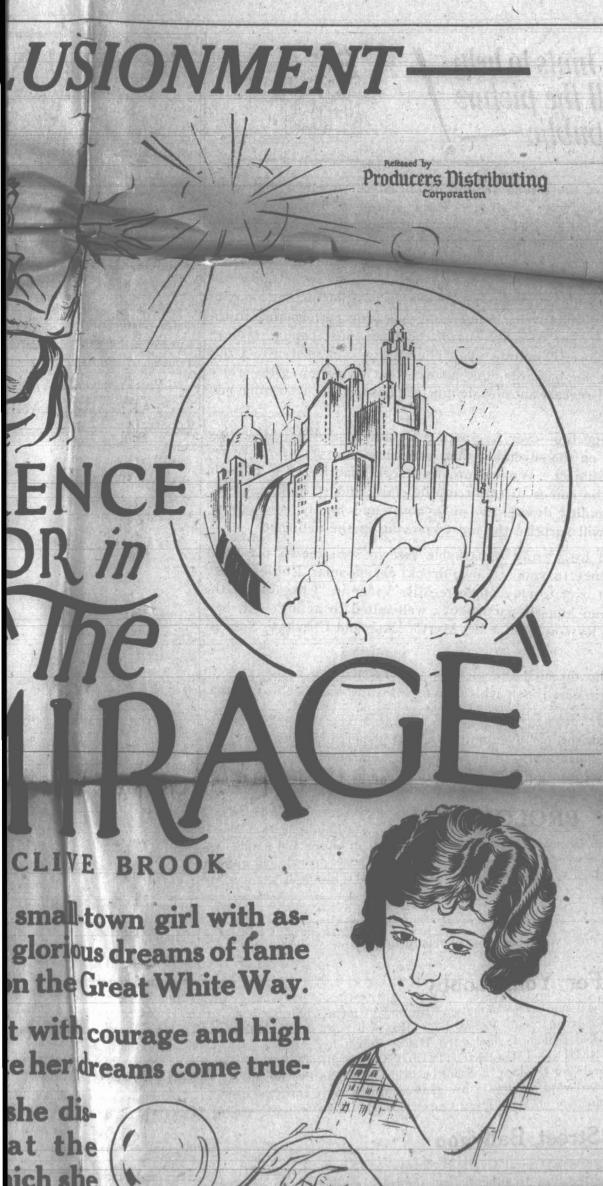
CLIVE

She was a small-town g pirations and glorious dreat and fortune on the Great V

She set out with courag hopes to make her dreams

And then she discovered that the happiness which she

ind The Footlights 'he High Places Of Society



(Take these stories to your editor before you run the picture)

STAR REALLY SINGS IN NEW PICTURE

Thousands Were Thrilled By
Florence Vidor's Song
In "The Mirage"

The front lawn of the Regal Culver City Studios was converted into a "County Fair" ground, one evening during the filming of the Producers Distributing Corporation release "The

Two hundred and fifty extras were there in their "dress up" clothes, and peanuts, popcorn and pink lemonade were much in evidence. Concession tents were built and the concessions were in full swing during the filming of many of the big dramatic scenes of this sequence. Balloon venders wandered in and out among the crowd; African ball dodgers performed; Oriental ladies danced and a fortune teller told weird tales of the future.

George Archainbaud, the director, wanted accuracy in this scene and the youngsters were only too pleased to give him realistic portrayals of children eating the goodies that a "fair" provides.

One of the big scenes of this sequence shows Florence Vidor, as Irene Martin, singing to this crowd from the bandstand. If the crowd thought they were going to get the usual performance of an actress singing before the camera, they were surprised, for instead of going through her song in pantomime, Miss Vidor, the star, sang in a sweet contralto voice, "The Barcarolle."

Several thousand people jammed into Washington Boulevard directly in front of the studio, to watch the making of the pictures, thoroughly enjoyed Miss Vidor's rendition of the

Playing with Miss Vidor are Clive Brook, Alan Roscoe, Vola Vale, Myrtle Vane and Charlotte Stevens.

Actress Of The Old School In "The Mirage"

Myrtle Vane, who plays the mother in "The Mirage," a Producers Distributing Corporation release, starring Miss Florence Vidor, which comes to Theatre on

got her theatrical training in that hardest but most proficient of all schools... the stock company.

For a number of years Miss Vane was leading lady in various stock organizations on the Pacific Coast. In the days when "Graustark" and "When We Were Twenty-One" thrilled the theatregoers she was the idol of thousands.

"Playing one part each week, and rehearsing a second while learning a third provided training that never leaves one," said Miss Vane one day during a rest in the filming of "The Mirage."

"It was a difficult school but one that produced many of the best players on the American stage."

Miss Vane will be remembered for her fine characterization in "The Girl of the Limberlost," Gene Stratton-Porter's masterpiece.

Prize Beauty In

nuts and drinking ice cold lemonade. It was, all in all, a happy scene, but every now and then a sad face was in evidence, a deep sigh was heard, or a tear was brushed away. The band played such selections as they usually play at a county fair. George Archainbaud, the director, wondered at this display of sadness here and there.

"Do you suppose it is the music that makes them feel that way?" he asked.

"No," said Florence Vidor, the star of

the picture.

"It isn't the music . . . it's something else. I know, because I feel it myself. They're homesick. Many of these people who have come here to go into pictures are far from home. They are remembering some county fair back east or in the middle west. The memory makes them homesick."

"Oh," said the director, and he gave his directions even more gently than us-

SUSPICION

The death-knell of love



From the celebrated drama by EDGAR SELWYN



a glorious love in the heart of this man who rashly judged.

ALL WEEK

at the

One Column Ad Cut No. 2

which no other actor on the seemed qualified.

Mr. Brook was born in London, educated in Dulwich College, and prior to 1914 was a journalist. He liked to recite and often did so at clubs and par-At the outbreak of the war he enlisted as a private and was discharged as a major. After the war his health was such as to keep him from returning to journalistic work-so he turned to the stage.

He appeared with Fay Compton in "Fair and Warmer' and played later with her in "This Freedom." Then he appeared on the vaudeville stage in Sacred and Profane Love."

His success on the stage lead to work in the pictures. He supported a number of American stars in pictures made in England, among them Betty Comp-son in "Woman to Woman." Brook is a distinctive type, combining

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Archainbaud's work shows the deft "foreign touch," intangible, but there. He is very gentle. In giving direction, he always speaks in a soft, conversational tone of voice, and calls everyone on the set whom he addresses, by name. If he does not know the name, his assistant gives it to him before he

begins a scene.

In "The Mirage," Archainbaud has skillfully guided Florence Vidor, the star, in such a role as she has never before essayed.

"Mood Marthon"

Florence Vidor, the lovely star of the Producers Distributing Corporation's "The Mirage," current attrac-Theatre, has a way of pacing up and down the set between scenes when a drama sequence is being filmed. She says that by doing so she keeps the mood from one scene to another.

During the filming of "The Mirage," Doubt almost crushed which abounds in dramatic scenes, Miss Vidor did a great deal of pacing, to which George Archainbaud, the director, always referred to as "Miss Vidor's Marathon."

A Good Herald

You can have an inexpensive and attractive herald printed by using any of the production cuts and copy from any of the ads, the shorts or the catchlines.



CLIVE BRO

She was a small-town gi pirations and glorious drean and fortune on the Great W

She set out with courage hopes to make her dreams of

And then she discovered that the happiness which she sought was nothing but a mirage.

A gripping picturization

Adapted by C. Gardne

CAPITO

Four Colu

DD C

DO YOU ASPIRE

To Fame on Broadway?

See FLORENCE VIDOR in "THE MIRAGE"

From The Stage Success By Edgar Selwyn

-A Lesson for Every Girl-

At the Orpheum This Week.



Four Column Ad Cut No. 6

PIRE

Broadway?

R in "THE MIRAGE"

cess By Edgar Selwyn

for Every Gir

s Week.

ARE YOU DECEIVED

By The Glitter of the Gay White Way?

Learn the Truth About It in

"THE MIRAGE"

A Screen Version of Edgar Selwyn's Broadway Success

Starring FLORENCE VIDOR

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Prize Beauty In "The Mirage"

Charlotte Ste ens of Christie Comedy fame has "graduate

ramatic productions. She plays the role of the little sister in Florence Vidor's starring picture, "The Mirage," a Producers Distributing Corporation release which comes to. Theatre.

Charlotte won a beauty contest back in Chicago two years ago, at which she was sent to Hollywood on trial for a month. Her work was so well received that she stayed on, and is now making long strides toward fame in the field of drama,

"The Mirage" Has Interesting Plot

"Mirage" . . . an optical illusion or

The Regal Picture, "The Mirage," starring Florence Vidor, which comes to the theatre for a.... shows Miss run next . Vidor as a young girl who comes to the city and sees, allegorically, a mirage. Other girls, who play in the same show, wear pretty clothes and live in cozy apartments. She sees in this existence great happiness. However when she attains what she has before envied, she finds that it was all a mirage, the joyousness was not there at all . . . it just

Playing with Miss Vidor in this production are Clive Brook, the English actor who came from London a short time ago, Alan Roscoe, Vola Vale and Myrtle Vean. George Archainbaud di-

seemed that way

This Photoplay Will Swell Y Because It's The Kin



In "The Mirage" you have the screen version of one of the greatest legitimate productions ever shown on Broadway. Florence Reed scored a decided personal triumph in this most colorful of Edgar Selwyn's plays a couple of seasons ago, and everyone remembers how it kept all New York talking for many months with usual theme.

world and won a host of new admirers by her tender and appealing performance in the title role of "Barbara Frietchie." She is easily one of the three most popular women on the screen and her drawing power is infinite. In "The Mirage" she is seen in a role entirely different from anything she has ever done before—that of a show girl—which gives her new opportunities and reveals another delightful phase of her charming personality. Play up this point.

The story deals with stage life—ever fascinating Broadway and its interesting people! Few can resist its lure on the silversheet and you know how they flock to see pictures concerning this vivid subject. Woven into its colorful fabric is the old, old story of the small-town girl who comes to this tempting fairyland to find fame and fortune—but this time it is handled differently—in a novel and highly entertaining manner—and the denouement will surprise the most knowing in the audience.

Miss Vidor is supported by a truly remarkable cast of well-known players—players whose names mean money to you. Clive Brook, the popular English actor whom Thomas H. Ince brought over to play opposite Miss Vidor in "Christine of the Hungry Heart," and who proved himself particularly well-suited to acting with her, has the leading male role. Alan Roscoe, Vola Vale, Myrtle Vane and Charlotte Stevens complete the cast.

George Archainbaud, who directed the picture, is a Frenchman and brings to "The Mirage" that characteristic deft touch which saves even the most delicate situation from proving at all offensive.

All in all, this production, properly exploited, is the type of picture that will prove a revelation at your box-office and will not only keep 'em coming as long as it plays, but will strengthen your reputation as a showman who offers the best to be had in motion pictures.

PROLOGUE

Have about a dozen pretty girls in smart chorus girl costume dance in unison and if there are a few among them who specialize in acrobatic or toe-dancing let them do solos. You could make it more effective by decorating your stage to resemble a roof garden, but the idea will go over big either way.

Ushers

It would be a splendid idea to dress your ushers in cute chorus girl costumes during the showing of this picture.

For Your Lobby

At a comparatively small cost you can have a miniature "Broadway" made from papier mache or cardboard. Set this up in your lobby and place electric bulbs that will flash on and off where their light will shine through the various buildings, signs, etc. Hang a large sign above it reading: WHAT IS THE FASCINATION BEHIND THE BRIGHT LIGHTS OF BROADWAY? See "The Mirage." If you care to elaborate on the idea, it could be made more effective by placing a cutout figure of a fascinated country girl with a valise in her hand a little distance from the display so as to produce the effect of its magnetism on her. Properly executed, this stunt will go over big.

Street Ballyhoo

Send an open truck containing several typical vivacious Broadway chorus girls garbed in attractive ballet dresses, etc. Attach a large sign to either side of the truck reading:

The Special

Although The Minever before ben put o

A. L. Bur & Co. of prepared a not liked vo

over with an expressive a your bin as well as into

Here is a ti-up all stores, drug stores and windows and shops, by u ment card stating that the

You've never had an TAKE ADVANTA

Distribute throwaway crowds to your house:

or letter contest. The girl will be anxious to desperately to make y payment for your ser party you should atterand why? An annour tion is made to Irene =

Two or three delivering flowers to Union Telegraph Cor

As Miss Vidors evening gowns, you tie up on mens' street

The beautiful with Lingerie Shops EM

There are sevilent tie-ups with Fu-

The stills on them.

well Your Bank Account Kind They Flock To See

The Special Novelized Edition of

"The Mirage" Means Money To You!

Although The Mirage" is one of the greatest plays ever shown on Broadway, it has ver before hen put out in novel form.

A. L. But & Co., one of the foremost book publishers of New York City have now dized version of this great success. The book is amply illustrated with duction and has a beautifully-colored jacket also made from scenes of

he first issue of "The Mirage" as a novel, the publishers are putting it insive advertising campaign—a campaign that will bring the dollars into your bin as well as into theirs.

Here is a til-up all ready made for you. All you have to do is to see that the bookstores, drug stores and department stores handling books make good displays in their windows and shops, by using lobby cards, posters, if possible, stills, etc., and an announcement card stating that the picture is or will be on view at your theatre.

You've never had an easier or more lucrative book tie-up.

TAKE ADVANTAGE OF IT.

Throwaways

Distribute throwaways bearing any of the following copy. They will arouse curiosity and bring crowds to your house:

"What Would You Give To Win Fame and Fortune on The Gay White Way? See 'The Mirage' starring Florence Vidor at the Theatre now.'

"Do you know what is concealed behind the tinsel and glitter of Broad-way? See "The Mirage" starring Florence Vidor at the Theatre all week."

Newspaper, Tie-Up

You would creat a great deal of interest in the picture by having your editor run a prize essay or letter contest. The "professional entertainer" offer would make a good subject. Every aspiring girl will be anxious to write an answer to the question: "If you were a small town girl trying desperately to make your way to fame and fortune on Broadway and were given fifty dollars as payment for your "services" after you had attended a party, and were offered fifty dollars for each party you should attend as a "professional entertainer" in the future, would you accept or decline and why? An announcement of the contest should state that in "The Mirage" just such a proposition is made to Irene Martin (played by Florence Vidor).

Window Tie-Ups

Two or three of the stills on this production show a Western Union Telegraph Messenger delivering flowers to Florence Vidor. This suggests an obviously good tie-up with both The Western Union Telegraph Company and the Florists.

As Miss Vidor and the other women in the picture wear some very smart street clothes and evening gowns, you could effect a splendid tie-up with high class shops in those lines. You might tie up on mens' street and evening clothes also.

The beautiful robe de nuit and negligee worn by Miss Vidor in this picture suggest a tie-up

with Lingerie Shops.

There are several lavish interior sets used in the production that will enable you to form excellent tie-ups with Furniture stores and Interior Decorators on chairs, tables, draperies, clocks, etc.

The stills on this production lend themselves to tie-ups exceptionally well, so make use of

them.

Forceful Display Lines

Edgar Selwyn's famous stage play brought to the screen in a gorgeous production.

Florence Vidor, "loveliest wom-an of the screen," in a role differ-ent from anything she has ever

Swiftly and all unwittingly, the simple country girl was swept into the glittering existence of a New York gold-digger.

The gripping drama of a girl who discovered that the happiness which she sought was nothing but a mirage.

An inside story of the social life of gold-diggers and men-abouttown.

With bitterness she realized that the man she loved had failed her when she needed him most. * * *

She was a small-town girl, unversed in city ways. The man's proposal seemed all right to her at the time but-

A dashing, glamorous romance of life behind the footlights and in the high places of society.

THE SCREEN'S



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Street Ballyhoo

Send an open truck containing several typical vivacious Broadway chorus girls garbed in attractive ballet dresses, etc. Attach a large sign to either side of the truck reading:

IS THE SHOW GIRL'S LIFE ALL JOY AND LAUGHTER?
See "THE MIRAGE"

A jazz band would add to the effect and, of course, attract more attention.

A Personal Letter is the Cheapest and Best Investment you can make.

Think of the Returns for Two Cents!

Dear Sir: (or Madam):

One of the greatest of the Broadway productions, "The Mirage," in which Florence Reed created such a sensation, has been made into a daring and lavish motion picture.

Florence Vidor, "loveliest woman of the screen," is starred in a role utterly different from anything she has ever done. Those who saw her in her previous picture as gentle "Barbara Frietchie," will be amazed at her versatility, for in "The Mirage," she is seen as a modern show-girl swept into the social life of a gold-digger.

This picture treats in a new and pleasing manner, the old and ever interesting story of the "misjudged girl." The production is most colorful with scenes in cabarets, roof gardens, fashionable apartments, etc.

A notable cast headed by Clive Brook, well-known English actor is seen in support of Miss Vidor.

Here is a photoplay of pathos, fun, real heart-throbs and drama, made from a play that was the sensation of New York.

Cordially,

MANAGER.

A SMALL TOWN

on Broadway

See What She Found There!

FLORENCE VIDOR

in

"THE MIRAGE"

Adapted from the Edgar
Selwyn's Famous
Stage Play

At the Strand All Week

You've never had an eas

Distribute thro vaways be crowds to your house

You would creat a great or letter contest. The "professing girl will be anxious to write a desperately to make your way payment for your "services" after party you should attend as a "and why? An announcement of tion is made to Irene Martin (p

Two or three of the stil delivering flowers to Florence V Union Telegraph Company and

As Miss Vidor and the of evening gowns, you could effect tie up on mens' street and even

The beautiful robe de nu with Lingerie Shops.

There are several lavish lent tie-ups with Furniture stor

The stills on this production.

To Be Of Gr

The ads in this so that you may them up make

You w notice two se rate illu
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This allows of and should be o

Floren e V

MIRAGE

from Edgal selu successful i selu padul

Sclwyn's padway play

Two Column

You've never had an easier or more lucrative book tie-up.
TAKE ADVANTAGE OF IT.

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To Be Of Greater Service

The ads in this press sheet have been especially prepared so that you may use them with copy, as shown, or cut them up to make smaller illustrations for your program.

You will notice that each ad may be devided to make rate illustrations, each one complete in itself.

This all and shows of a wider variety from which to choose and shows of distinct benefit to you.



Coming Soon

"THE MIRAGE"

Romance

Beauty

Glamour

mirage.

An inside story of the social life of gold-diggers and men-about-town.

With bitterness she realized that the man she loved had failed her when she needed him most.

She was a small-town girl, unversed in city ways. The man's proposal seemed all right to her at the time but—

A dashing, glamorous romance of life behind the footlights and in the high places of society.

THE SCREEN'S LOVELIEST WOMAN



Producers Distributing

Adapted by G. Gardner Sullivan
From the famous play
by EDGAR SELWYN

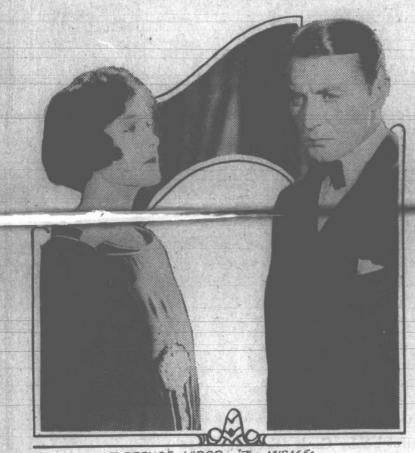


Never has Florence Vidor been more charming; never as she done better work.

As the country girl who conquers Broadway, this versatile actress shows a new side of her talent.

One Column Ad Cut No. 1

Florence Vidor, "The Screen's I A Role That Reveals Her



FLORENCE VIDOR in "The MIRAGE" Released by PRODUCERS DISTRIBUTING CORP.

Two Column Prod. Cut No. 1

EDITORS ALWAYS

George Archainbaud, who directed "The Mirage" now playing at the Theatre, is one director who has never appeared in knickers. He says they are not dignified.

Florence Vidor, the beautiful star of "The Mirage" now playing at the Theatre, plays a splendid game of tennis. She is a student of Molla Mallory. Each Sunday she holds tennis teas at her beautiful home in Hollywood.

Clive Brook, who plays a leading role in "The Mirage" which comes to the theatre, and who recently journeyed from England to make his fame in Hollywood, says the thing that impresses him most about the motion picture industry in this country, is the seriousness with which pictures are made. pictures are made.

Alan Roscoe, who plays the country sweetheart in "The Mirage," now playing at the _____ Theatre, says he is "Scotch, English and French . . . which makes me Irish." He is often cast in Irish roles.

The "prop" man has to know everything. In "The Mirage," now playing theatre, is called upon to set a tea cart properly, and after much figuring he did it. He says it is much harder to set a tea cart than a banquet table.

For the first time in her stage career, Florence Vidor appears on the silver sheet in the costume of a show girl. In "The Mirage," which comes to the _____ Theatre for a

...run, next she is seen dressed in a Dutch costume and does a song and dance num-

Charlotte Stevens, who plays the role of the little sister in "The Mirage" is a great lover of grand opera. Each summer, for a number of years before coming to Hollywood, she vacationed at Ravinia Park, Chicago, where she heard operas every day for weeks at a

Henry Sharp, who photographed "The Mirage" now playing at the ______ Theatre, is a great stu-

dent of criminology. He has a large collection of books on the subject and hopes some day to go into it deeper. In the meantime he continues to turn out film that is hard to equal from a photographic standpoint. He is responsible for the beautiful effects in the Producers Distributing Corporation release, "Barbara Frietchie" as well as those in "The Mirage."

(Current Story)

Star Cured Blues

of Leading Man

Standing off to one side filming of "The Mirage," the Producers' Distributing Corporation release starring Florence Vidor and now showing Theatre, Clive Brook, who recently came over from England to play opposite Miss Vidor, looked the very personification of lonesomeness.

No one seemed to know what troubled the man. At last Miss Vidor approached him and asked why he looked so sad. "I miss the London fog," said Mr. Brook, ". . . and my tea."

That afternoon Miss Vidor served tea between scenes and George Archainbaud ordered the beverage served each day after that. But neither Archainbaud nor Miss Vidor dared to order a daily fog; they thought the Los Angeles Chamber of Commerce might not like it.

Lovely Star Does Admirable Florence Vidor Scores Work in Screen Version Of "The Mirage"

Florence Vid r has scored again. Those who saw her in "Barbara Frietchie" and marvelled at the simplicity and beauty of her performance will be amazed at her versatility. For her role in "The Mirage," which is on view at the ______ Theatre, is utterly different the property of the present the property of the present the ______ Theatre, is utterly different the present the property of the present the present the property of the present the property of the present the ferent than that of her previous picture. In "The Mirage" she is a show-girl, moving in an environment of gold-diggers and men-of-the-world. Miss Vidor manages to interpret her part with remarkable realism without sacrificing any of her usual charm and appealing sweetness.

"The Mirage" is the screen version of Edgar Selwyn's famous play of the same name, one of the greatest productions ever shown on Broadway. It has been made into an interesting picture and a colorful one. All the opportunities which the screen affords for showing lavish surroundings have been utilized. The story itself is a gripping drama full of pathos and laughter,

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Miss Vidors supporting cast is most capable. Clive Brook, noted English actor, has the leading male role. He gives an excellent performance of sophisticated Henry Galt who distrusts all women—Irene among them—but falls in love in spite of himself. Alan Roscoe, as the sweetheart from back home, Vola Vale, as the typical chorus girl and Myrtle Vane, as the mother, also do creditable work. Director George Archainbaud and C. Gardner Sullivan, who adapted the play for the screen, both deserve praise.

It will be a mistake to miss "The Mirage." It is excellent entertainment.

Picturization

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FLORENCE VIDOR IN 'THE MIRAGE"
PRODUCERS DISTRIBUTING CORP.

One Col. Star Cut No. 1

(Stories to be Used Durling Run)

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good picture from every viewpoint. that means you must see it, doesn't it?

Handles Skilfully Popular Role In Hard "The Mirage"

wyn's sensational Producers Distributing Corporation release showing at___ Theatre.

This picture deals with the social life of a certain class known as "gold diggers" and "men-about-town." We are apt to look askance upon anyone who belongs to this class; apt to wonder about their moral code; apt to look down upon them. "The Mirage" presents them as they really are and gives one an opportunity to alter one's opinion or have it strengthened, as the case may be.

As Irene Martin, a small town singer, who comes to the city, obtains a place in the Knickerbocker Roof show, and finds herself moving in the kind of society mentioned above. Florence Vidor gives us a rare and delightful characterization. The role is new to her, but she handles it with remarkable skill. The scenes show-ing Irene Martin, with the rest of the show girls, back stage on the evening of her initial appearance when the first call comes, are pathetically funny. Irene tells Betty Bond, a vivacious blonde, that she is "frightened pink."
Whereupon Irene gives her a good shaking, remarking, "Not you, kid! Anybody with enough crust to walk in here fresh from the cow pasture and land a job ain't going to mind a little thing like an audience!"

Strangely enough, Irene accepts this rebuke and the shaking as an act of friendship and Betty does prove herself Irene's friend.

"The Mirage" is a daring story. It treats the old question of the "mis-judged girl" in a new and pleasing manner. Playing with Miss Vidor are Vale and Charlotte Stevens.

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A TRULY GREAT **PHOTOPLAY**



With CLIVE BROOK

A powerful story of love and ambition From the famous stage play by EDGAR SELWYN



The man she loved failed her

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FLORENCE VIDOR in The MIRAGE Released by PRODUCERS DISTRIBUTING CORP.

Two Column Prod. Cut No. 1

EDITORS ALWAYS

George Archainbaud, who directed "The Mirage" now playing at the. Theatre, is one director who has never appeared in knickers. He says they are not dignified.

Florence Vidor, the beautiful star of "The Mirage" now playing at the Theatre, plays a splendid game of tennis. She is a student of Molla Mallory. Each Sunday she holds tennis teas at her beautiful home in Hollywood.

Clive Brook, who plays a leading role in "The Mirage" which comes to the theatre, and who recently journeyed from England to make his fame in Hollywood, says the thing that impresses him most about the motion picture industry in this country, is the seriousness with which pictures are made.

Alan Roscoe, who plays the country sweetheart in "The Mirage," now He is often cast in Irish roles.

The "prop" man has to know every-thing. In "The Mirage," now playing theatre, is called at the _____ theatre, is called upon to set a tea cart properly, and at the ... after much figuring he did it. He says it is much harder to set a tea cart than a banquet table.

For the first time in her stage career, Florence Vidor appears on the silver sheet in the costume of a show girl. In "The Mirage," which comes to the ______Theatre for a

...run, next she is seen dressed in a Dutch costume and does a song and dance num-

Charlotte Stevens, who plays the role of the little sister in "The Mirage" is a great lover of grand opera. Each summer, for a number of years before coming to Hollywood, she vacationed at Ravinia Park, Chicago, where she heard operas every day for weeks at a

Henry Sharp, who photographed "The Mirage" now playing at the Theatre, is a great student of criminology. He has a large collection of books on the subject and hopes some day to go into it deeper. In the meantime he continues to turn out film that is hard to equal from a photographic standpoint. He is responsible for the beautiful effects in the Producers Distributing Corporation release, "Barbara Frietchie" well as those in "The Mirage."

(Current Story)

Star Cured Blues of Leading Man

Standing off to one side, during the filming of "The Mirage," the Producers' Distributing Corporation release starring Florence Vidor and now showing at _____ Theatre, Clive Brook, who recently came over from England to play opposite Miss Vidor, looked the very personification of lonesomeness. No one seemed to know what troubled

the man. At last Miss Vidor approached him and asked why he looked so sad. "I miss the London fog," said Mr. Brook, "... and my tea."

That afternoon Miss Vidor served tea between scenes and George Archainbaud ordered the beverage served each day after that. But neither Archainbaud nor Miss Vidor dared to order a daily fog; they thought the Los Angeles Chamber of Commerce might not like it.

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FLORENCE VIDOR IN 'THE MIRAGE'

One Col. Star Cut No. 1

(Stories to be Used Duriing Run)

Action May Speak Louder Than French

George Archainbaud, who directed "The Mirage", the Producers Distri-buting Corporation release now showing at _____ Theatre, was di-recting a difficult scene in which a French maid, who doesn't understand English very well, was playing. Archainbaud gave her directions in French, then when it came time to direct Flor-Clive Brook in this same scene, he forgot that he was speak ing French and gave fluent directions in his native tongue. Miss Vidor and Mr. Brook took his direction perfectly. When the scene was over Archainbaud remembered and threw up his hands. "Oh, I told it to you in French and you don't understand that language;

how did you know what I wanted?"
"We never listen to you anyway," said

Miss Vidor smilingly.

"We just watch your hands and face and do what they tell us."

Director Starts A "Carrot Fad"

The whole company that worked on "The Mirage," the screen version of Edgar Selwyn's famous play, now showing at the... .Theatre, which stars Florence Vidor, took to not to drink, but to eating carrots dur-

ing the production of that picture. George Archainbaud, director, Henry Sharp, cameraman, started it; Alan Roscoe was next in line; then Clive Brook, that dignified, aristocratic

English actor, finally.

The grocer next to the studio couldn't understand why a bushel of carrots was ordered each morning. He thought perhaps some pet horse at the studio was being pampered.

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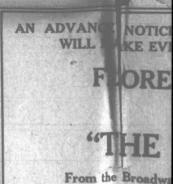
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The solution of this trer most unusual and thrilling screen. You'll enjoy every Broadway show-gir life.

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National Screen Service, Inc., furnishes good trailers on all Producers' Distributing Corporation Pictures.

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Florence Vidor, star of the picture, who isn't as a rule artial to music while acting, renditions, as did the state of the cast, Clive Brook, Alan Roscoe, Myrtle Vane, Vola Vale and Charlotte

AN ADVANCE NOTICE FOR YOUR PROGRAM THAT WILL WE EVERY READER A PATRON

FORENCE VIDOR

THE MIRAGE"

From the Broadway Success by Edgar Selwyn

She attended an after-the-show party and the next morning she received from her host a fifty-dollar bill in a box of roses. Astonished and resentful, she hastened to his office. He gave an explanation which seemed plausible and logical and offered her an opportunity to earn more fifty-dollar bills.

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A Realistic And Vivid Chronicle Of Broadway!

Two Column Ad Cut No. 3

(Take these stories to your editor before you run the picture)

Star Drops A Tactful Hint

There is a scene in "The Mirage," the roducers Distributing Corporation release which comes to the...

..., in which Theatre on... Florence Vidor, the star, drops a bunch of cards which Clive Brook, as the lover, has sent with flowers, each card bearing the message, "I love you."

The scene had been rehearsed several times. The last time, George Archainbaud, director, told Miss Vidor that she stood wrong, she talked too soon and she smiled too much. He told Brook that he was too far to the left, wasn't interested enough and that he should smile at a certain point. "Mr. Archainbaud . . . did the cards act right?" asked Miss Vidor, whereupon the Frenchman laughed and gave the company a rest.

It Was Merely A Figure Of Speech

An uninitiated "listener in" on the stage of a motion picture studio might mistake the "technical" language that is used and put in a call for humanitarian

For instances, during the filming of the scene of "The Mirage," the Pro-ducers Distributing Corporation release, starring Florence Vidor, the beautiful star was on her knees before her bed, crying bitterly, when someone called out, "Hit her on the head," which might have sounded cruel to the layman, but to the electrician up on a rafter it only meant: "Train the big spot so the light falls on Miss Vidor's head."

"The Mirage" comes to...

Theatre on...

Paper With Every Element









Set of Eight Colored Lobby Cards



Colored Lobby Card (22" x 28")

Colored Inst

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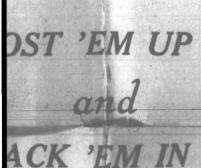
ement of Box-Office Appeal

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Beautiful Lobby Cards (Each 11" x 14")





Colored Lobby Card (22" x 28")





Set of Eight Colored Lobby Cards

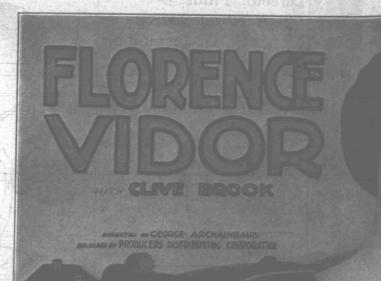


Colored Lobby Card (22" x 28")

POST 'EM UF and PACK 'EM IN



Sheet Poster 1A



Twenty-our Sheet Poste



Three Sheet Poster 3A

A Window Card That Prevokes Interest



THE MIR

Six Sheet Poster

Produces Distributing formation of the second secon

OST 'EM UP

and

ACK 'EM IN

Beautiful Lobby Cards (Each 11" x 14")



Colored Lobby Card (22" x 28")



Twenty-our Sheet Poster



One Sheet Poster 1B

TIE MIRAGE

A Fascinating Slide To Bring 'Em In



FLORENCE VIDOR
"THE MIRAGE"
BROADWAY SUCCESS AN EDGAR SELWYN
GEORGE ARCHAMBAUD C. GARCHER SULLIVAN
ASSESSING AN PRODUCERS DISTRIBUTING CORPORATION

Three Sheet Poster 3B

Six Sheet Poster

This document is from the Library of Congress "Motion Picture Copyright Descriptions Collection, 1912-1977"

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004

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